

# MSc WINE & SPIRITS MANAGEMENT

Training for a challenging  
and specific business environment

## HIGHLIGHTS

High quality project-based learning  
Shaping sustainable strategies  
World-class faculty and research

## OVERVIEW

**FORMAT:** Full-time

**LANGUAGE:** English

**CAMPUS:** Bordeaux

**INTAKE:** September

**2<sup>nd</sup>**

Eduniversal 2024  
French ranking  
"Wine & Gastronomy  
Management"



**KEDGE**  
BUSINESS SCHOOL



## CURRICULUM

Access: 3-year bachelor's degree

### PATHWAY COURSE

#### SEMESTER 1

- Strategic thinking
- Financial performance
- Data management
- Excel certification (TOSA)
- Business & ecological transition
- Business & social change
- Ecological challenge & organisational management
- Public speaking
- Visual communication & sustainable impact

#### SEMESTER 2

- Team management
- Business & sustainability
- ChatGPT leadership lab
- Coding skills
- Open Innovation Challenge (applied corporate project)

#### PRE-SPECIALISATION COURSES

- Wine & spirits production
- World of wine & spirits
- Wine & hospitality business

#### ⊕ ADDITIONAL CONTENT

- 4-month internship (in France or abroad)  
or academic partnership

Access: 4-year bachelor's degree

### MASTER OF SCIENCE

#### SEMESTER 1

- Wine economics
- Managing & negotiating with distributors
- Export strategy
- Financial analysis
- Wine & spirits law
- Knowledge of wine (WSET award in wines level 3)

#### SEMESTER 2

- Supply chain & operations management
- Strategic management
- Entrepreneurship
- Knowledge of spirits
- Climate change and sustainable solutions
- Wine & spirits marketing

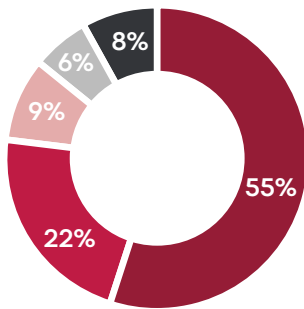
#### ⊕ ADDITIONAL CONTENT

- Study trip
- Vineyard tours
- 6-month internship
- Final dissertation

 **MSc** MASTER  
OF SCIENCE

## CAREER OPPORTUNITIES

### SECTORS OF ACTIVITY



- Wine & Spirits Industry
- Sales & Retail
- Hotel, Restaurant, Tourism
- Consulting
- Other

### PROSPECTS

- Sales manager
- Export manager
- Import manager
- International development manager
- Sales & marketing director
- Consultant in wine and spirits business
- Wine tourism director
- Category manager
- Community manager

### NETWORK & PARTNERS

Advini, Andre Lurton, Atlas Wine, Bacardi, Baron Philippe de Rothschild, Bollinger, Business France, Castel, Challenge International du Vin, Château Pontet Canet, Château Rauzan Ségla, Château Smith Haut Lafitte, Citadelles du Vin, Concha y Toro, Cos d'Estournel, Grands Chais de France, Groupe Bernard, JM Cazes Selection, La Cité du Vin, Moët Hennessy CS, Mandarin Oriental, Montess, Pernod Ricard, Rémy Martin, The French Cellar, Thienot Group, Union des Maisons de Bordeaux, Vignerons de Tutiac, VDP (Verband Deutscher Prädikatsweingüter), William Grant, Yalumba, Yvon Mau, Wine & Spirits Industry...



**35%**  
of students  
are recruited  
before graduating



**80%**  
of internships  
lead to full-time  
employment



**€40,000**  
average annual salary

## ABOUT KEDGE

This MSc programme is offered in Bordeaux, on a 35,000 m<sup>2</sup> campus designed to be at the forefront of innovation and sustainability, providing a stimulating work environment. In addition to modern classrooms, you'll have access to a gymnasium, a rooftop sports field, and the KEDGE Library for academic pursuits. Situated amidst vineyards and near the Atlantic coast, the Bordeaux campus offers a unique environment conducive to both academic excellence and personal development.

**KEDGE is a private, not-for-profit higher education institution under state contract.**



**BORDEAUX**  
CAMPUS

**7<sup>th</sup>**

Best French  
Business School,  
Financial Times 2024



**15,600**

students

**85,000**

graduates

### ABOUT KEDGE WINE SCHOOL



**1** dedicated  
Research Centre



**73** network partners



**5** specialised programmes

## ADMISSION

### APPLICATION PROCESS

Apply online on [join.kedgebs.com](https://join.kedgebs.com)

### CONTACT

Make an appointment with  
one of our student advisers:

**France:**  
[ms.msc@kedgebs.com](mailto:ms.msc@kedgebs.com)

**International:**  
[international@kedgebs.com](mailto:international@kedgebs.com)

### TUITION FEES\*

Pathway course: **€9,500**  
Master of Science: **€21,500**

*\*These fees are provided for informational purposes only and are applicable at the time of download. They may be subject to change.*

### FUNDING

KEDGE Business School offers a variety of scholarships for international students studying in France, designed to meet various criteria and aimed to support ambitious, talented individuals from around the world in achieving their higher education goals.

**MORE  
INFORMATION  
ABOUT THE  
PROGRAMME**

